

ABSTRACT OF THE DISCLOSURE

An advertisement client displays a three-dimensional virtual space. Shown within this three-dimensional virtual space are an avatar, which is a graphical representation of a user in a virtual space, and a three-dimensional advertisement to be moving. The advertisement client stores data for showing the three-dimensional advertisement. An advertisement server connected to the advertisement client through a network includes a timer for measuring a predetermined period of time. Every time the predetermined period of time elapses, the advertisement server sends a signal, for instructing the advertisement client to show a three-dimensional advertisement, to the advertisement client. In response to the signal sent from the advertisement server, the advertisement client shows the three-dimensional advertisement in a predetermined position within the three-dimensional virtual space.